



CITY OF NEW ORLEANS  
**CustomerServiceSTAT**

July 3, 2014  
(Reporting Period: May 2014)

[www.nola.gov/opa](http://www.nola.gov/opa)

# Agenda

- **Introduction and Announcements**
- **Open and Effective Government: 311**
- **Economic Development: Permitting and Licensing**
- **Sustainable Communities: Land Use**



# Purpose and Scope

**Purpose:** The Landrieu Administration developed a strategic framework to map out the City's overall direction. The framework links services, programs, strategies, objectives, and goals to the City's mission, values, and vision, and incorporates performance measures to assess performance.

In CustomerServiceSTAT, City leaders and managers review key performance results related to customer service. In order to improve results, City leaders and managers review and assess progress achieved, overall trend data, and the likelihood of meeting performance targets. For programs at risk of not meeting targets, leaders and managers identify prospects and tactics for performance improvement, and make adjustments to operational plans as needed. To account to citizens and Councilmembers for the spending of resources provided, CustomerServiceSTAT meetings are open to the public.

**Scope:** CustomerServiceSTAT focuses on Citywide topics that are frequent sources of City interactions with the public, with an initial emphasis on 311 calls, permitting and licensing, and land use issues. CustomerServiceSTAT does not focus on performance managed in other STAT programs or initiatives, nor does it include in depth discussions of complaints about specific interactions.

*Questions and Comments:* Index cards are available to the public at the sign-in table, which can be used to submit questions and comments or to report specific issues. Throughout the meeting, completed cards will be reviewed. General questions and comments may be discussed by the group and specific issues will be assigned to departments.



# City Strategic Framework

## Mission

The City of New Orleans delivers excellent service to its citizens with courage, competence and compassion.

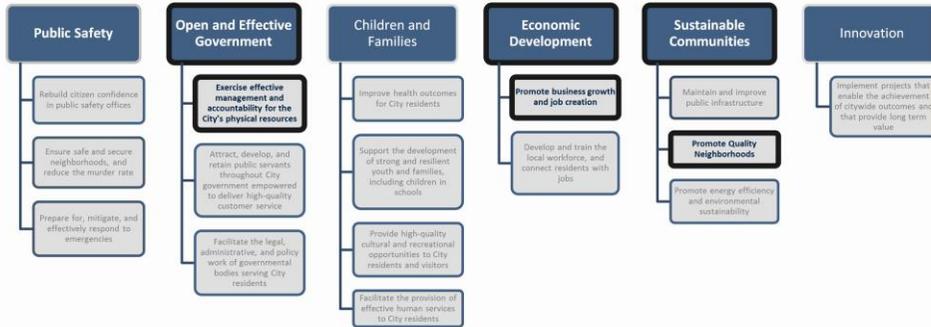
## Values

Integrity, Excellence, Transparency, Teamwork, Responsiveness, Innovation, Diversity and Inclusion

## Vision

New Orleans is a model city. We are a unified city. We are a creative city.

## Result Area Goals and Objectives

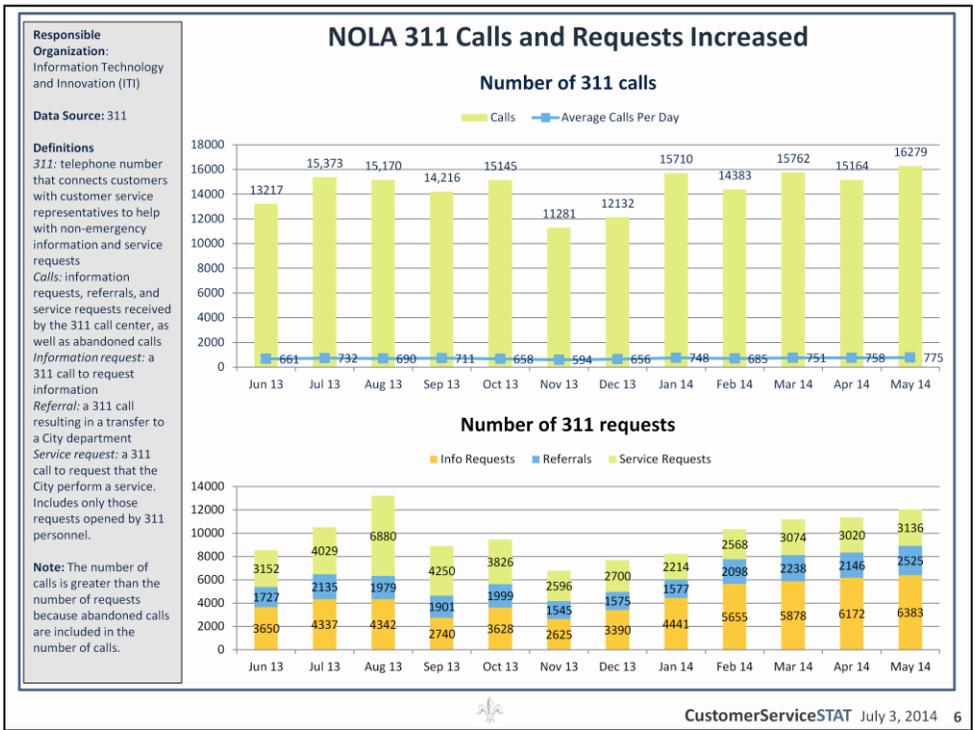


# Open and Effective Government

**Goal: Ensure sound fiscal management and transparency, promote effective, customer-driven services and foster active citizen engagement in City government.**

Objectives and Strategies	Outcome Measures
<p><b>Exercise effective management and accountability for the City's physical resources</b></p> <ol style="list-style-type: none"> <li>1. Effectively steward the City's financial resources</li> <li>2. <b>Manage the City's information and analyze the City's performance data</b></li> <li>3. Manage vendor relationships and provide oversight of City contracts</li> <li>4. Responsibly support the City's capital assets</li> </ol>	<ul style="list-style-type: none"> <li>• Bond ratings</li> </ul>
<p><b>Attract, develop, and retain public servants throughout City government empowered to deliver high-quality customer service</b></p> <ol style="list-style-type: none"> <li>1. Cultivate a high-quality City workforce</li> <li>2. Provide fair and reasonable benefits to City employees and retirees</li> </ol>	<ul style="list-style-type: none"> <li>• Rate of employee turnover</li> <li>• Percent of employees engaged and satisfied</li> </ul>
<p><b>Facilitate the legal, administrative, and policy work of governmental bodies serving City residents</b></p> <ol style="list-style-type: none"> <li>1. Govern the City with integrity and accountability</li> <li>2. Defend the City's legal interests</li> <li>3. Promote civic engagement</li> <li>4. Facilitate, link, and leverage resources with external organizations</li> </ol>	<ul style="list-style-type: none"> <li>• Percent of citizens satisfied with overall government services</li> </ul>





ITI anticipates that 311 calls will increase throughout the summer.

**Responsible Organization:**  
Information Technology and Innovation (ITI)

**Data Source:** 311

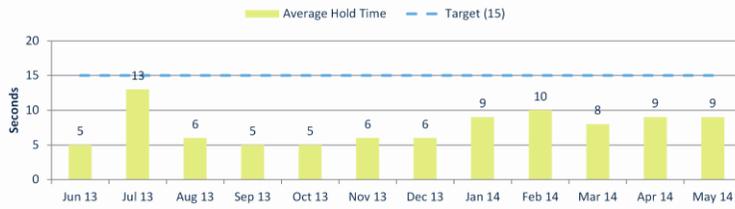
**Definitions**  
311: telephone number that connects customers with customer service representatives to help with non-emergency information and service requests  
*Call abandonment:* call where the caller hangs up before the call is answered

**Legend**  
● On Target  
▲ Within 10% of Target  
◆ Off Target

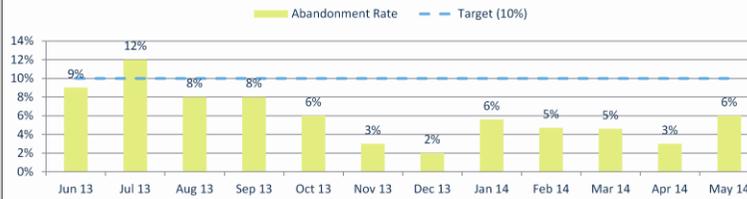
Key measure that best indicates whether City activities are achieving the desired results

## NOLA 311 Average Hold Time and Call Abandonment Rate Continued to Significantly Exceed Targets

### Average hold time

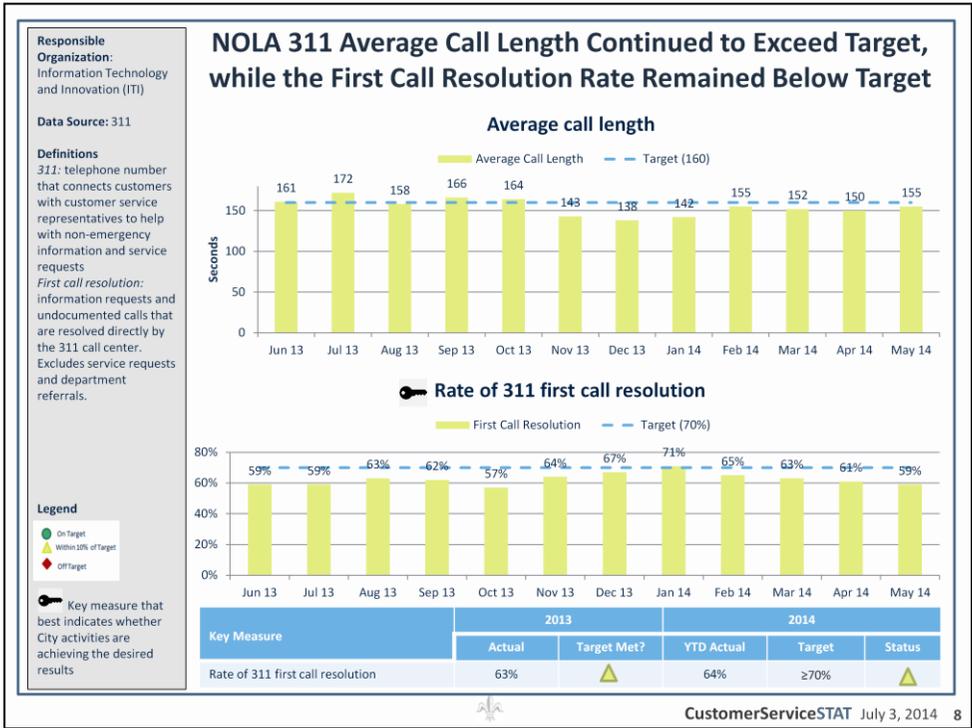


### Rate of 311 call abandonment



Key Measure	2013		2014		
	Actual	Target Met?	YTD Actual	Target	Status
Rate of 311 call abandonment	8.51%	●	4.80%	≤10%	●





ITI will continue monitoring first call resolution. To increase the rate of first call resolution, ITI provides training for 311 agents to increase their knowledge about specific departmental issues.

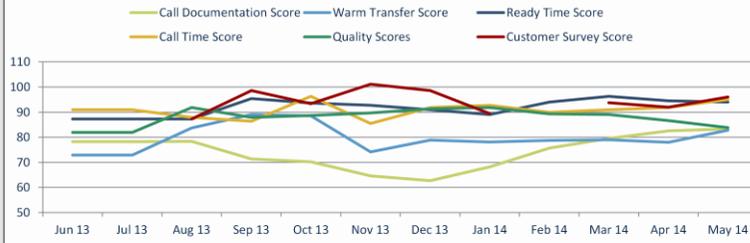
**Responsible Organization:**  
Information Technology and Innovation (ITI)

**Data Source:** 311

**Definitions:**  
**311:** telephone number that connects customers with customer service representatives to help with non-emergency information and service requests  
**Agent:** 311 customer service representative  
**Call documentation score:** score assigned based on the quality of agent call documentation in the system  
**Call time score:** score assigned based on average time agents are expected to be calls  
**Ready time score:** score assigned based on the average time an agent is expected to be available to receive incoming calls  
**Quality score:** score assigned based on quality of agent calls  
**Warm transfer score:** score assigned based on the success rate of call transfers

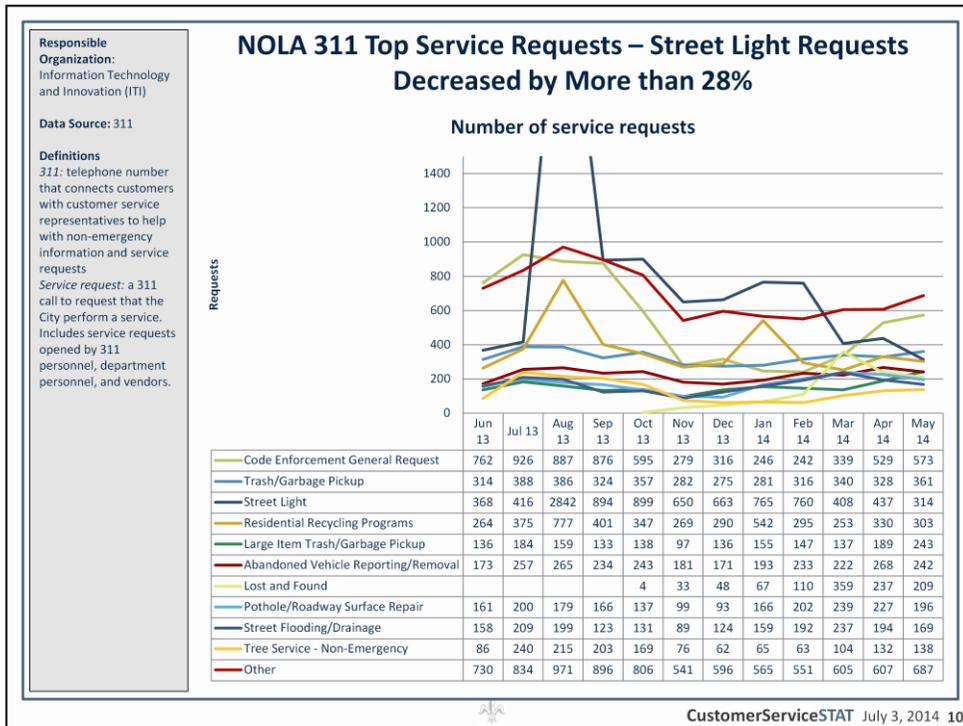
## NOLA 311 Average Agent Scores Varied by Agent

Average agent scores



Average 2014 agent scores by agent





The increase in 311 calls related to Code Enforcement is largely due to lots becoming overgrown during growing season. ITI expects Code Enforcement calls to remain high throughout the summer. To Office of Information Technology and Innovation anticipates that Street Light service requests will continue to decrease as the Department of Public Works continues repairs at an accelerated rate.

NOLA 311 – Many Customers Continued to Request Information on Sanitation Service Fees				
<b>Responsible Organization:</b> Information Technology and Innovation (ITI)  <b>Data Source:</b> 311  <b>Definitions</b> 311: telephone number that connects customers with customer service representatives to help with non-emergency information and service requests <i>Information request:</i> a 311 call to request information <i>Referral:</i> a 311 call resulting in a transfer to a City department	Information Requests	No.	Prior Month (Apr) Rank	
	1	Sanitation Service Fees	1110	1
	2	Taxicab Bureau	206	2
	3	Assessor	148	4
	4	Safety and Permits	60	-
5	City Council	54	-	
Department Referrals	No.	Prior Month (Apr) Rank		
1	Parks & Parkways	189	2	
1	Safety & Permits	188	1	
3	Public Works	123	3	
4	Finance-Revenue	73	4	
5	Taxicab Bureau	65	-	

CustomerServiceSTAT July 3, 2014 11

The Office of Information Technology and Innovation anticipates that referrals to Parks & Parkways will remain high throughout the summer due to weather-related requests.

# Economic Development

**Goal: Spur the growth of a diverse, inclusive economy that creates good-paying jobs and provides equal access to economic prosperity.**

Objectives and Strategies	Outcome Measures
<p><b>Promote business growth and job creation</b></p> <ol style="list-style-type: none"> <li>1. Foster a business-friendly regulatory environment, including streamlining the permitting process</li> <li>2. Promote an environment of equal opportunity for a diverse supplier pool</li> <li>3. Aggressively seek to attract new business and retain existing businesses</li> <li>4. Provide support for world-class special events</li> </ol>	<ul style="list-style-type: none"> <li>• Population growth</li> <li>• Job growth</li> <li>• Proportion of total jobs that are high wage jobs</li> <li>• Percent of jobs in the cultural industry</li> <li>• Number of tourists</li> <li>• Amount of sales taxes generated</li> </ul>
<p><b>Develop and train the local workforce, and connect residents with jobs</b></p> <ol style="list-style-type: none"> <li>1. Provide access to work opportunities to youth and other vulnerable populations</li> <li>2. Promote workforce development and skills training to meet employers' needs</li> <li>3. Link employers to the local workforce</li> </ol>	<ul style="list-style-type: none"> <li>• Unemployment rate</li> <li>• Gross Metro Product (GMP) per job</li> <li>• Percent of population holding a bachelor's degree or higher</li> <li>• Percent of households in national income quintiles</li> <li>• Amount of median household income by race and ethnicity</li> </ul>





Wait times increased in May due to staff annual, as well as a retirement.

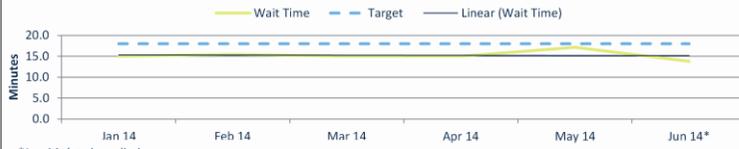
**Responsible Organization:** Safety and Permits (S&P)

**Data Source:** Lobby Central

**Definitions**  
**One Stop Shop:** co-located office for four departments that improves and streamlines the customer experience related to securing permits and licenses  
**Wait time:** time from customer check-in to being assisted an employee

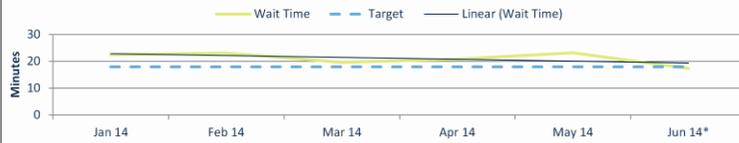
## One Stop Shop – Safety and Permits Building Permit Wait Times Remained Above Target, but Trended Down

**Average wait time to apply for any license or permit**



\*Jun 14 data is preliminary.

**Average wait time to apply for a new building permit**

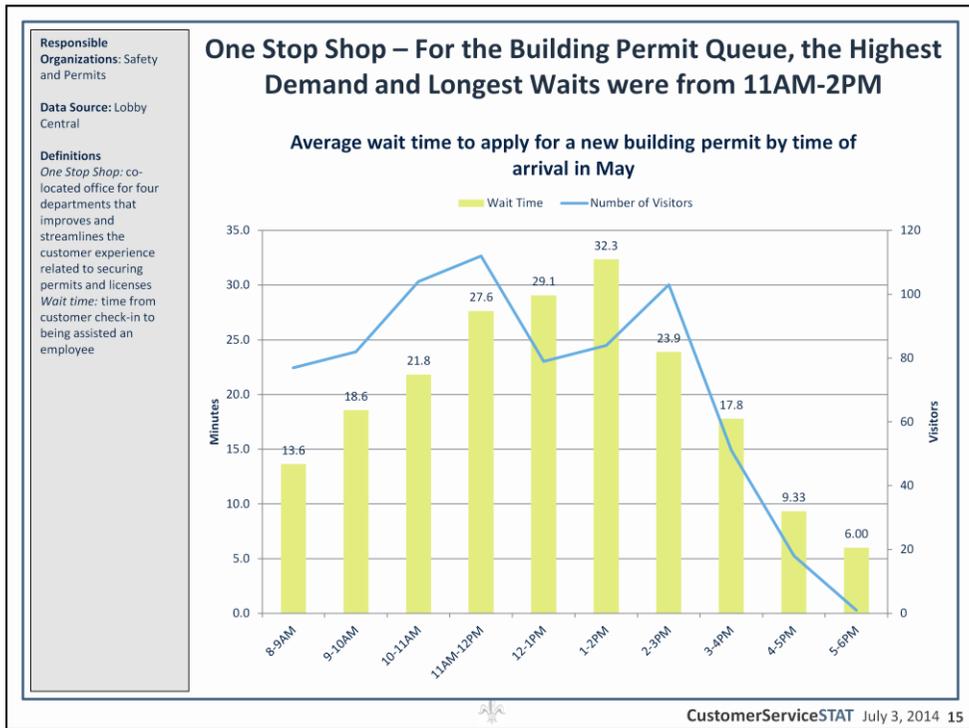


\*Jun 14 data is preliminary.

Key Measures	2014		
	YTD Actual	Target	Status
Average wait time (in minutes) to apply for any license or permit*	15.6	≤18	●
Average wait time (in minutes) to apply for a new building permit	21.9	≤18	◆

\*Excludes special event permits.





The longest wait times overlap with lunch times, when the One Stop Shop generally has the lowest staffing levels, and when many customers choose to visit. The One Stop Shop has tried staggering lunch breaks, and will consider posting information about hours with high wait times on the website to encourage applicants to visit at alternative times.

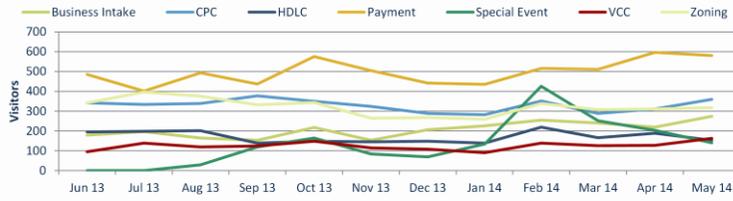
**Responsible Organizations:** Safety and Permits, City Planning Commission (CPC), Historic District Landmarks Commission (HDLC), Vieux Carré Commission (VCC)

**Data Source:** Lobby Central

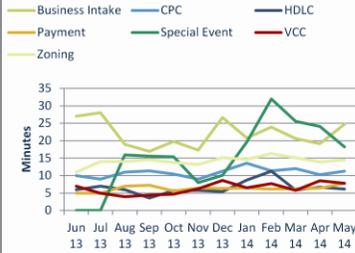
**Definitions**  
*Business intake:* applications for occupational licenses to conduct business  
*One Stop Shop:* co-located office for four departments that improves and streamlines the customer experience related to securing permits and licenses  
*Wait time:* time from customer check-in to being assisted an employee  
*Service time:* time from a customer being assisted by an employee to the customer's departure. Excludes appointments.

## One Stop Shop – CPC, HDLC, VCC, etc. Number of Visitors was Consistent

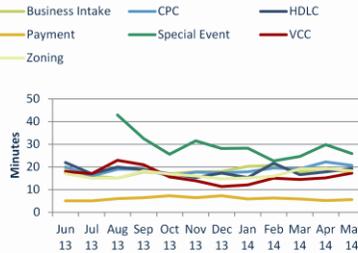
Number of visitors



Average wait time



Average service time



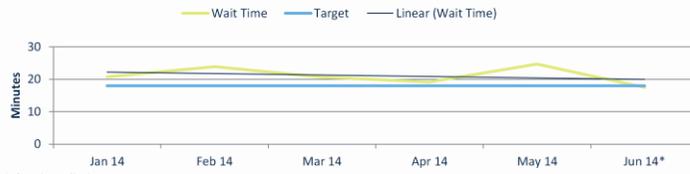
**Responsible Organizations:** Safety and Permits

**Data Source:** Lobby Central

**Definitions**  
*Business intake:* applications for occupational licenses to conduct business  
*One Stop Shop:* co-located office for four departments that improves and streamlines the customer experience related to securing permits and licenses  
*Wait time:* time from customer check-in to being assisted an employee

## One Stop Shop – Occupational License and Payment Wait Times Remained Above Target, but Occupational License Times Trended Down

**Average wait time to apply for a new occupational license**



\*Jun 14 data is preliminary.

**Average wait time make a payment**



\*Jun 14 data is preliminary.

Key Measures	2014		
	YTD Actual	Target	Status
Average wait time (in minutes) to apply for a new occupational license	22.0	≤18	◆
Average wait time (in minutes) to make a payment	6.66	≤5	◆



**Responsible Organizations:** Safety and Permits

**Data Source:** Lobby Central

**Definitions**  
**One Stop Shop:** co-located office for four departments that improves and streamlines the customer experience related to securing permits and licenses  
**Wait time:** time from customer check-in to being assisted an employee

## One Stop Shop – For the Occupational License Queue, the Highest Demand and Longest Waits were from 11AM-2PM, while, for the Payment Queue, Wait Times were Longest from 8-9AM and 12-1PM

**Average wait time to apply for a new occupational license by time of arrival in May**

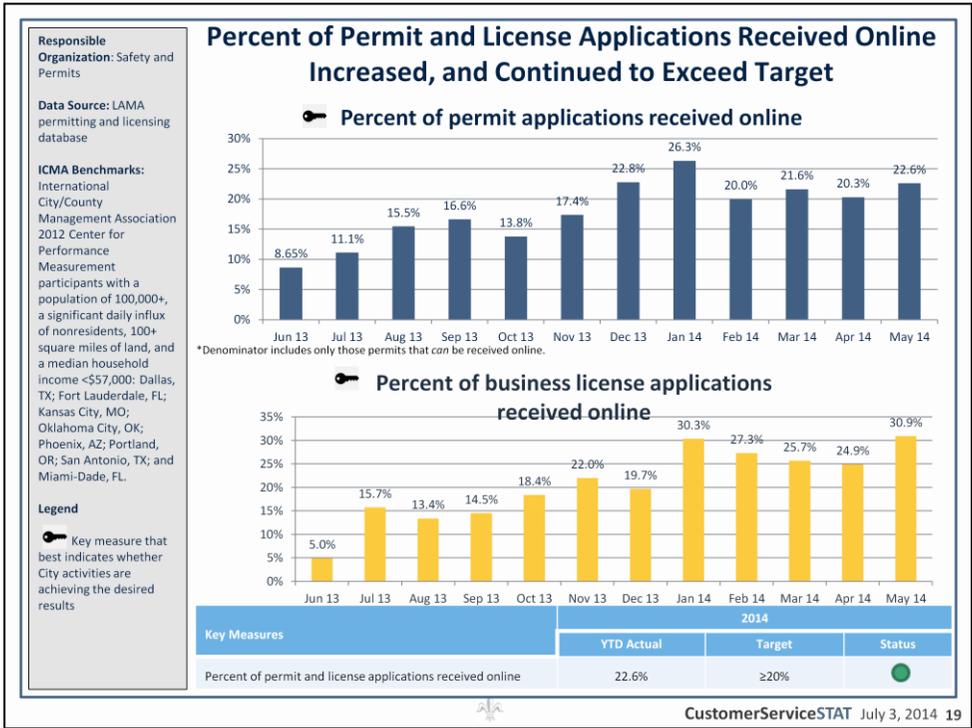


**Average wait time to make a payment by time of arrival in May**

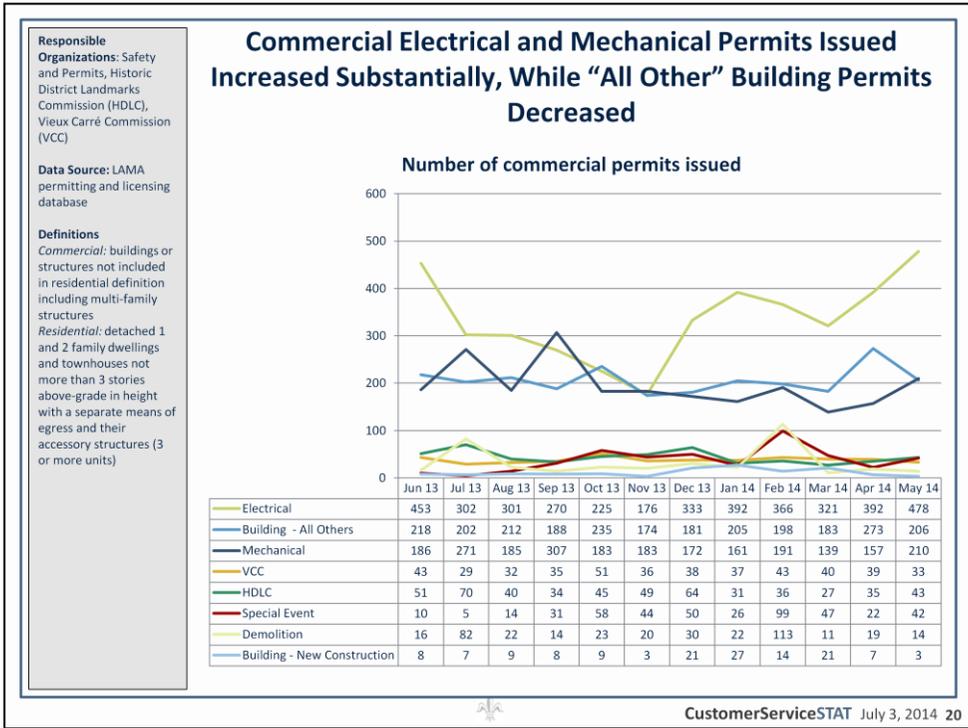


CustomerServiceSTAT July 3, 2014 18

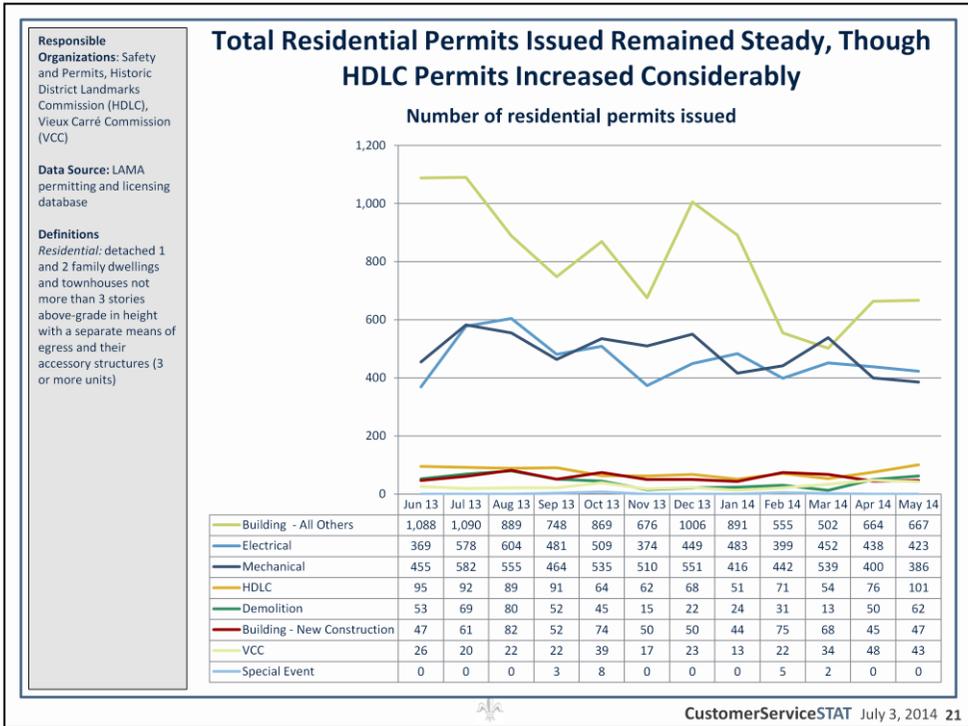
The One Stop Shop will look into the long wait times from 8-9 AM, which appears to be an aberration compared to other hourly wait time patterns.



The increase in business license applications received online was likely due in part to applicants involved in the Riverwalk project.



The variation in the number of permits issued was seasonal.



The changes from the previous month were attributed to seasonal variation, while a longer term decrease is due to the fact that fewer flooded properties have yet to be renovated.

**Responsible Organization:** Safety and Permits (S&P)

**Data Source:** LAMA permitting and licensing database

**Definitions**

**Commercial:** buildings or structures not included in residential definition including multi-family structures  
**Residential:** detached 1 and 2 family dwellings and townhouses not more than 3 stories above-grade in height with a separate means of egress and their accessory structures (3 or more units)

**Note:** These measures include not only S&P review time, but also Historic District Landmarks Commission sub-permit review time and time spent by applicants in completing architectural revisions and supplying additional required documentation.

**ICMA Benchmarks:** International City/County Management Association 2012 Center for Performance Measurement participants with a population of 100,000+, a significant daily influx of nonresidents, 100+ square miles of land, and a median household income <\$57,000: Dallas, TX; Fort Lauderdale, FL; Kansas City, MO; Oklahoma City, OK; Phoenix, AZ; Portland, OR; San Antonio, TX; and Miami-Dade, FL.

**Legend**

- On Target
- ▲ Within 20% of Target
- ◆ Off Target

Key measure that best indicates whether City activities are achieving the desired results

## Permitting - Average Number of Days to Issue Permits Remained Well Below Targets

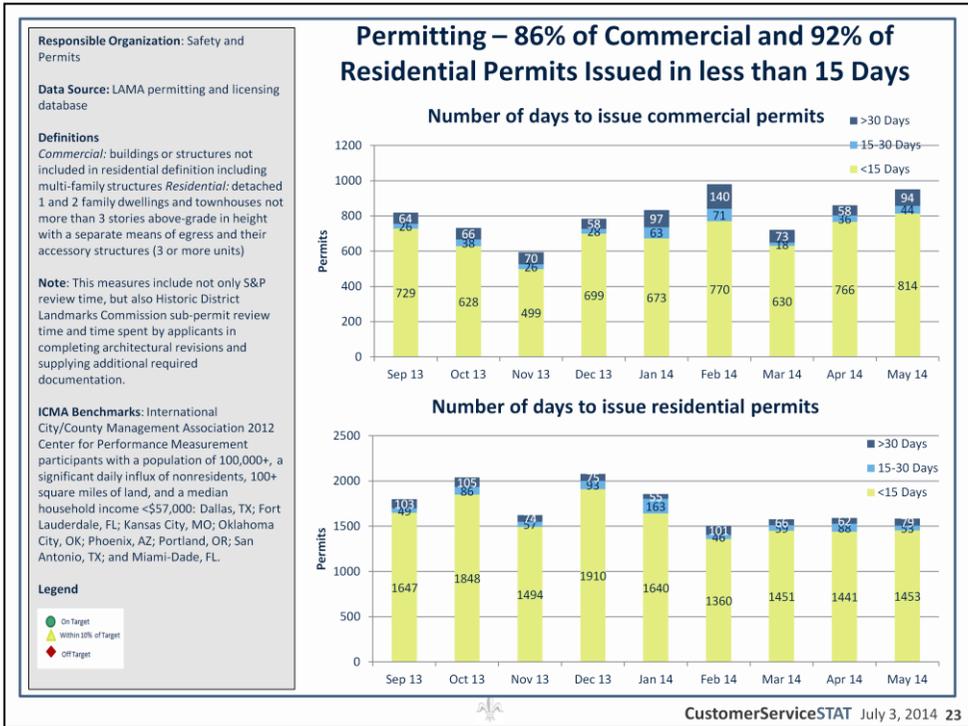
### Average number of days to issue commercial permits



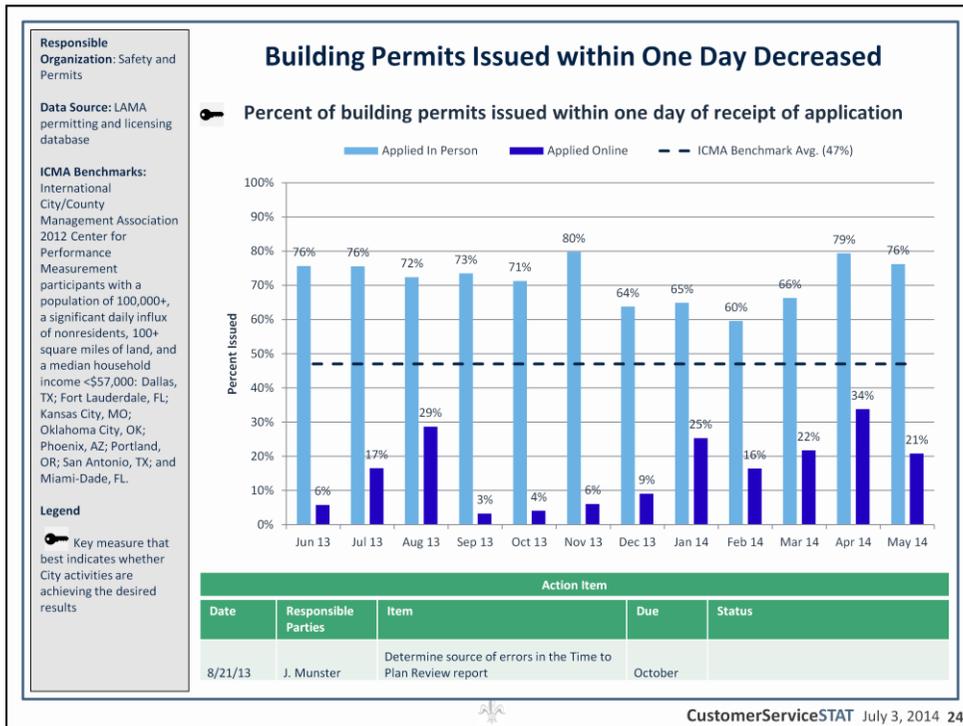
### Average number of days to issue residential permits



Key Measure	2013		2014		Status
	Actual	Target Met?	YTD Actual	Target	
Average number of days from commercial permit application to issuance	11.9	●	11.8	15	●
Average number of days from residential permit application to issuance	7.25	●	6.83	8	●



Permits that take over 30 days to issue are usually delayed due to issues beyond the control of Safety & Permits.



The decrease in permits issued within one day is largely a function of a decrease in applications for certain types of permits with fast turnaround times.

**Responsible Organization:** Bureau of Revenue

**Data Source:** Lobby Central

**Definitions**

**ABO:** Alcoholic Beverage Outlet services, which include licensing and manager's permitting  
**Account Maint. & Admin:** payments, installment plans, and other account maintenance and administration services  
**Business Intake:** applications for business registrations and other transactions related to business operations  
**Enforce.:** Enforcement services, including collections remedies when a taxpayer fails to pay taxes owed  
**Wait time:** time from customer check-in to being assisted an employee  
**Service time:** time from a customer being assisted by an employee to the customer's departure

## Bureau of Revenue Number of ABO and Enforcement Visitors Decreased Substantially

Number of visitors

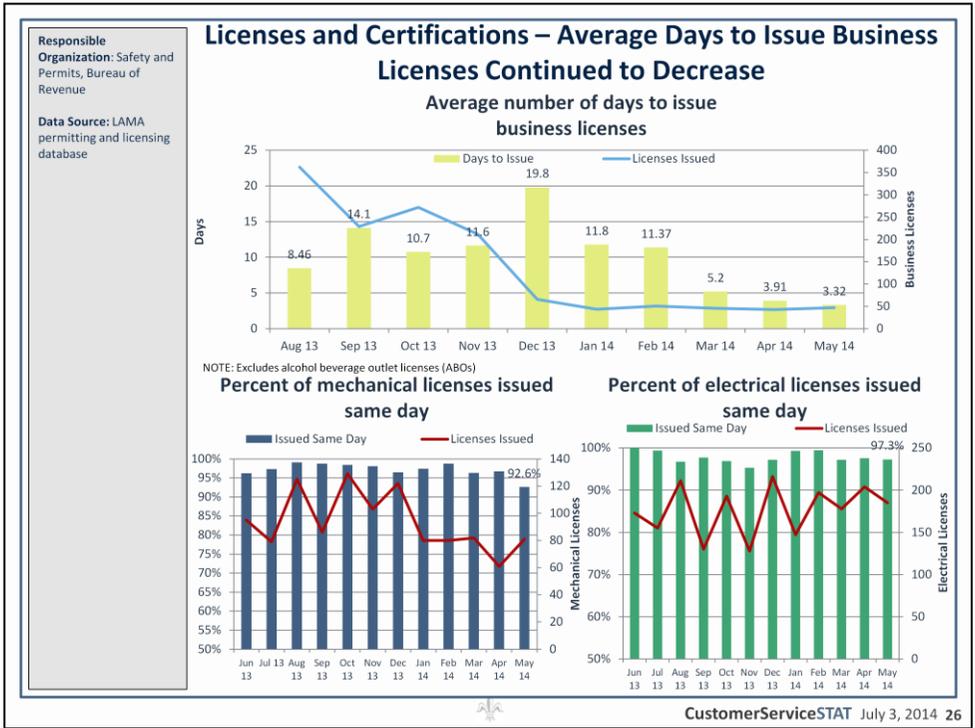


**Average wait time**

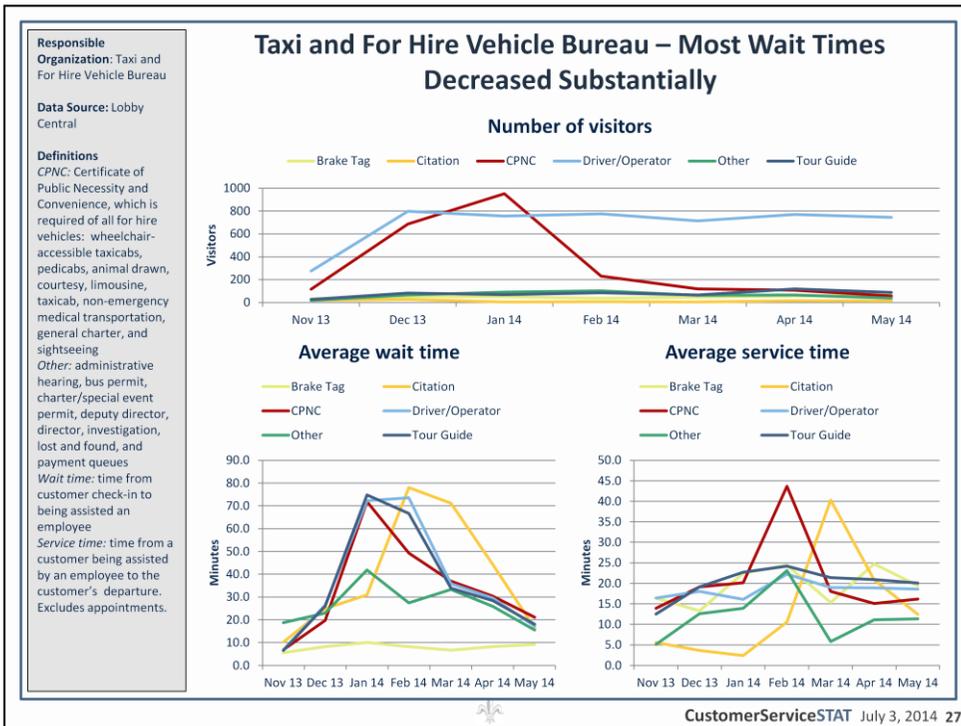


**Average service time**

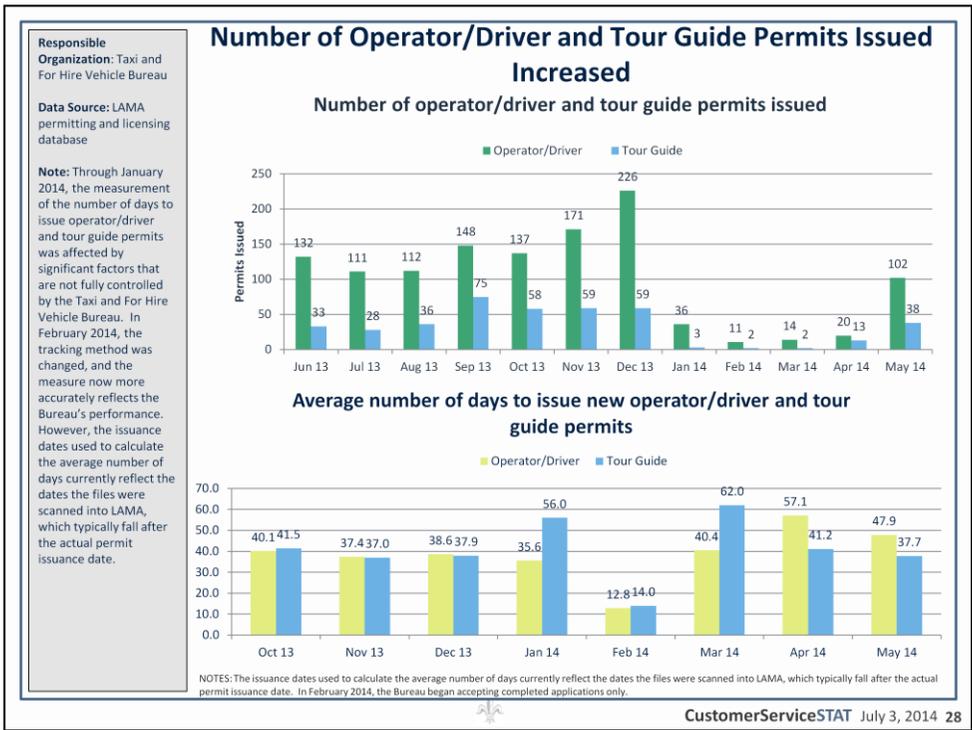




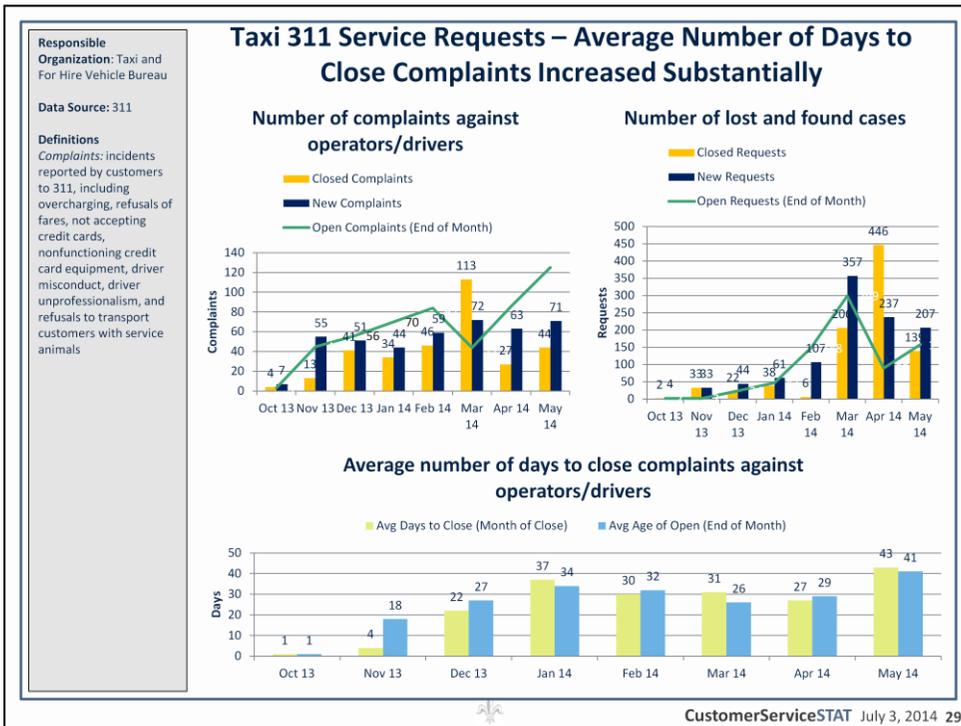
The decrease in the number of days to issue business licenses was partially due to certain applications associated with the Riverwalk project that did not require inspections.



The Bureau expects wait times to increase in June due to the departure of two temporary staff members, as well as the promotion of one staff member who had previously been working on customer service.



The Bureau is considering changes in its business processes to record applications as “submitted” only if the required documents have been submitted, resulting in measurements that more accurately reflect the Bureau’s time to issue permits.



The time to close complaints is expected to increase in June, following the departure of some investigators and a focus on fleet inspections. The Bureau is training new investigators in July.

# Sustainable Communities

**Goal: Support sustainable communities that integrate quality housing, transportation, schools, commercial development, energy efficiency, parks and green space, flood protection and cultural assets.**

Objectives and Strategies	Outcome Measures
<b>Maintain and improve public infrastructure</b> 1. Maintain and improve road surface infrastructure 2. Consistently implement Complete Streets philosophy in streets investments 3. Effectively administer the City's capital improvements program 4. Optimize the City's subsurface drainage infrastructure to ensure resilient neighborhoods	<ul style="list-style-type: none"> <li>• Percent of citizens satisfied with condition of streets</li> <li>• Mean travel time to work</li> <li>• Percentage of workers commuting to work by means other than driving alone</li> <li>• Percent of citizens satisfied with drainage/flood control</li> <li>• Percent of citizens satisfied with public transportation</li> <li>• Percent of citizens satisfied with traffic congestion</li> </ul>
<b>Promote Quality Neighborhoods</b> 1. Reduce blighted properties by 10,000 by the end of 2014 2. Provide effective sanitation services to residents and businesses 3. Protect and preserve parks and other green spaces 4. <b>Regulate land use to support safe, vibrant neighborhoods and preserve historic properties</b>	<ul style="list-style-type: none"> <li>• Percent of citizens satisfied with control of abandoned houses</li> <li>• Percent of citizens satisfied with parks and recreation</li> <li>• Percent of citizens satisfied with control of trash and litter / trash pickup</li> <li>• Percent of citizens satisfied with life in New Orleans</li> <li>• ParkScore (based on acreage, service and investment, and access)</li> <li>• <b>Percent of citizens satisfied with zoning</b></li> </ul>
<b>Promote energy efficiency and environmental sustainability</b> 1. Restore the City's marshes and coastline 2. Promote green energy and other sustainability measures 3. Remediate brownfields, lead, and other environmental hazards	<ul style="list-style-type: none"> <li>• Percent of days with healthy air quality</li> <li>• Number of health based drinking water violations</li> <li>• Number of certified green buildings</li> <li>• Number of land acres in Orleans Parish</li> </ul>



**Responsible Organization:** Safety and Permits

**Data Source:** LAMA permitting and licensing database

**ICMA Benchmarks:** International City/County Management Association 2012 Center for Performance Measurement participants with a population of 100,000+, a significant daily influx of nonresidents, 100+ square miles of land, and a median household income <\$57,000: Dallas, TX; Fort Lauderdale, FL; Kansas City, MO; Oklahoma City, OK; Phoenix, AZ; Portland, OR; San Antonio, TX; and Miami-Dade, FL.

**Legend**

- On Target
- ▲ Within 10% of Target
- ◆ Off Target

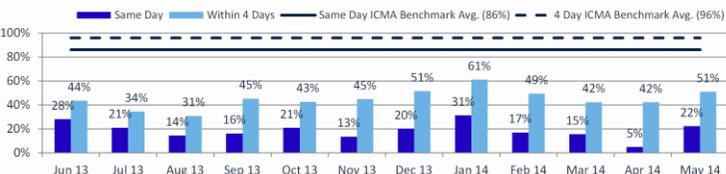
Key measure that best indicates whether City activities are achieving the desired results

## Safety and Permit Inspections – Average Days to Complete Business License Inspections Remained Above Target

**Average number of days to complete business license inspection requests\***

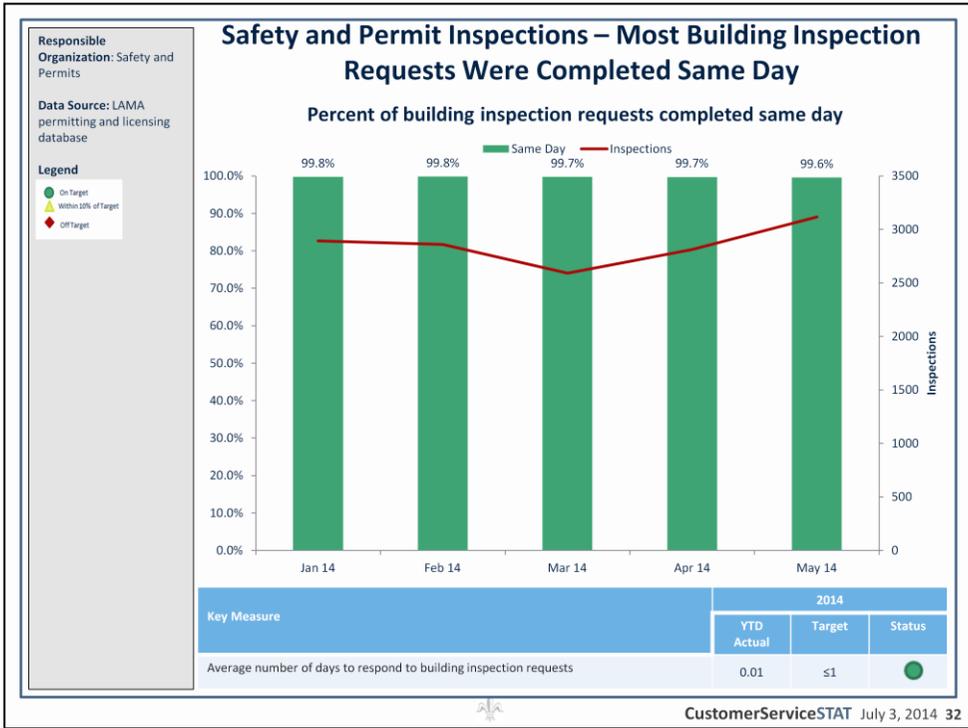


**Percent of business license inspection requests completed w/i 1 day and 4 days of**

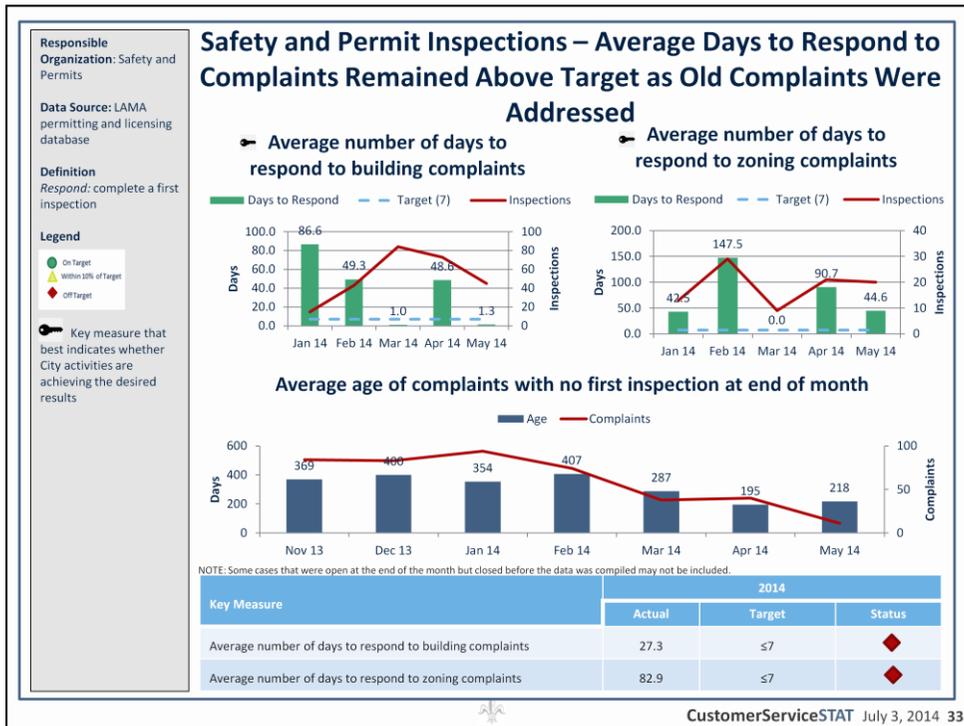


\*Excludes ABO business licenses.

Action Item							
Date	Responsible Parties	Item	Due	Status			
8/21/13	J. Munster	Waiting on Davenport to release online inspection request feature (Follow up to get a release date)	TBD	Data quality issue with electrical / mechanical inspections			
Key Measure	2013		2014				
	Actual	Target Met?	YTD Actual	Target	Status		
Average number of days to respond to a business license inspection requests			8.01	◆	7.78	≤7	◆

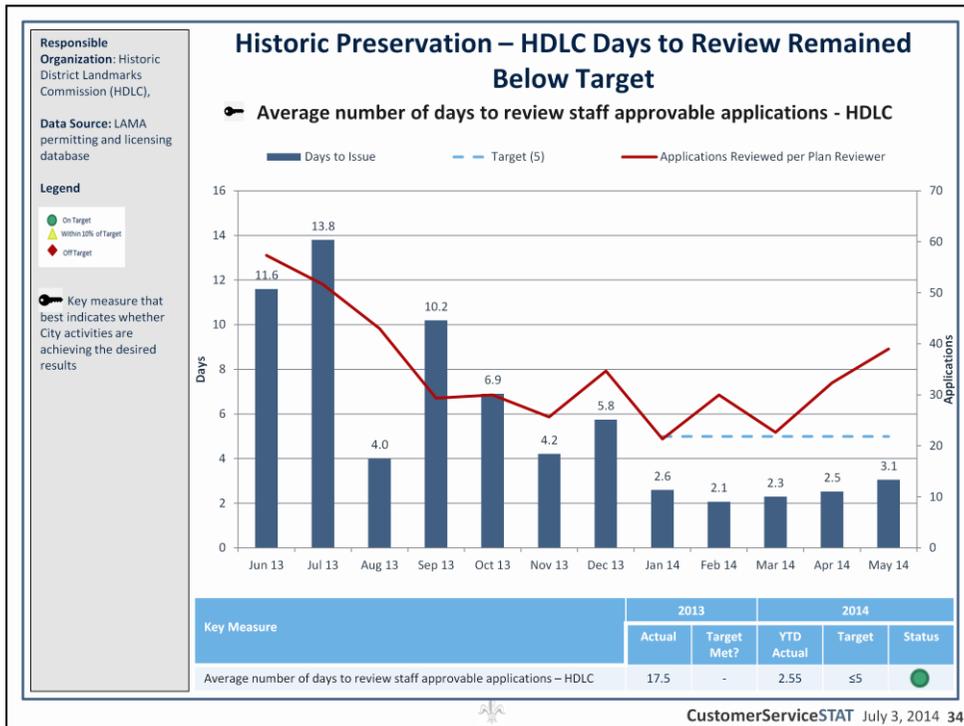


Safety and Permits is working to improve the accuracy of this measurement.

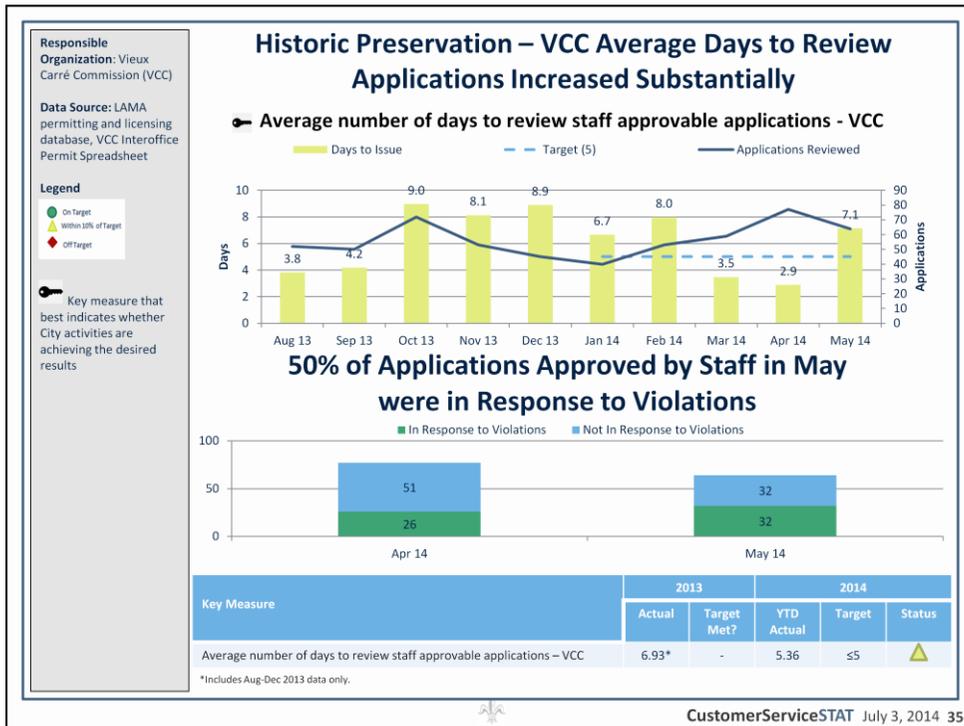


CustomerServiceSTAT July 3, 2014 33

Safety and Permits continues to work to close its backlog of old complaints, resulting in a high average number of days to respond to complaints. The Department anticipates clearing the backlog in July.



Despite an increase in applications, the HDLC has stayed below its target number of days to review applications due to changes in its allocation of the work.



The increase in the number of days to review applications was likely due to an increase in applications in response to violations. The VCC anticipates that enforcement related violations will decrease.

**Responsible Organization:** Historic District Landmarks Commission (HDLC), Safety and Permits (S&P), Vieux Carré Commission (VCC)

**Data Source:** LAMA permitting and licensing database

## Enforcement

Key Measure	2014		
	YTD Actual	Target	Status
Percent of adjudication cases that result in compliance – S&P	N/A	Establishing Baseline	-
Percent of closed enforcement cases closed due to voluntary compliance – HDLC	N/A	Establishing Baseline	-
Percent of closed enforcement cases closed due to voluntary compliance – VCC	N/A	Establishing Baseline	-

Action Items				
Date	Responsible Parties	Item	Due	Status
8/21/13	L. Hesdorffer	Consistently input permit and enforcement data in LAMA	Ongoing	LAMA data quality issue
3/9/14	J. Cecil, R. Samuel	Determine whether delinquent taxpayers can be legally locked out of the permitting and licensing database until taxes are paid	4/3/14	Would require changes to City and possibly State laws.



**Responsible Organization:** City Planning Commission (CPC)

**Data Source:** LAMA permitting and licensing database

**Definitions**

**Board of Zoning Adjustments (BZA):** board that hears and makes final decisions on requests for variances from the requirements of the Comprehensive Zoning Ordinance (CZO) and considers appeals of decisions by the Director of Safety and Permits

**Conditional use:** a land use which is compatible with the permitted land uses in a given zoning district only upon a determination that the external effects of the use can be mitigated. Applications require CPC review and City Council approval.

**Design review:** process to promote orderly development and redevelopment and to assure that it is harmonious with surrounding properties, is consistent with the CZO, and promotes the general welfare of the city

**Minor subdivision:** a subdivision containing 5 or fewer lots fronting on an existing public or private street, and not involving creation or closure of a street, public or private

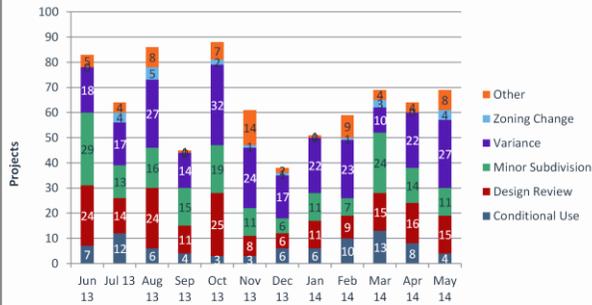
**Variance:** procedure to afford an applicant relief from the requirements of the letter of the CZO when unnecessary hardship or practical difficulty exists

**Zoning change:** zoning map change requested in order to allow for the establishment of a land use that is not permitted in the zoning district in which a property is located. Applications require CPC review and City Council approval.

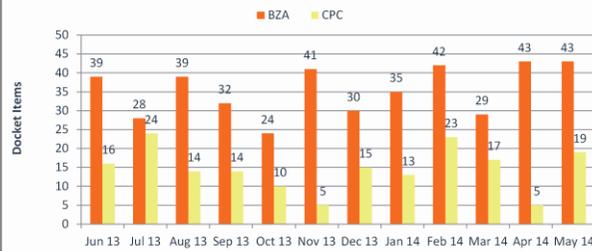
**Other:** appeal of Safety and Permits; conditional use, zoning change; design review, conditional use; design review, minor subdivision; major subdivision; minor subdivision, conditional use; property disposition; street name change; text amendment; zoning change, conditional use projects, and zoning – nonconforming use determination

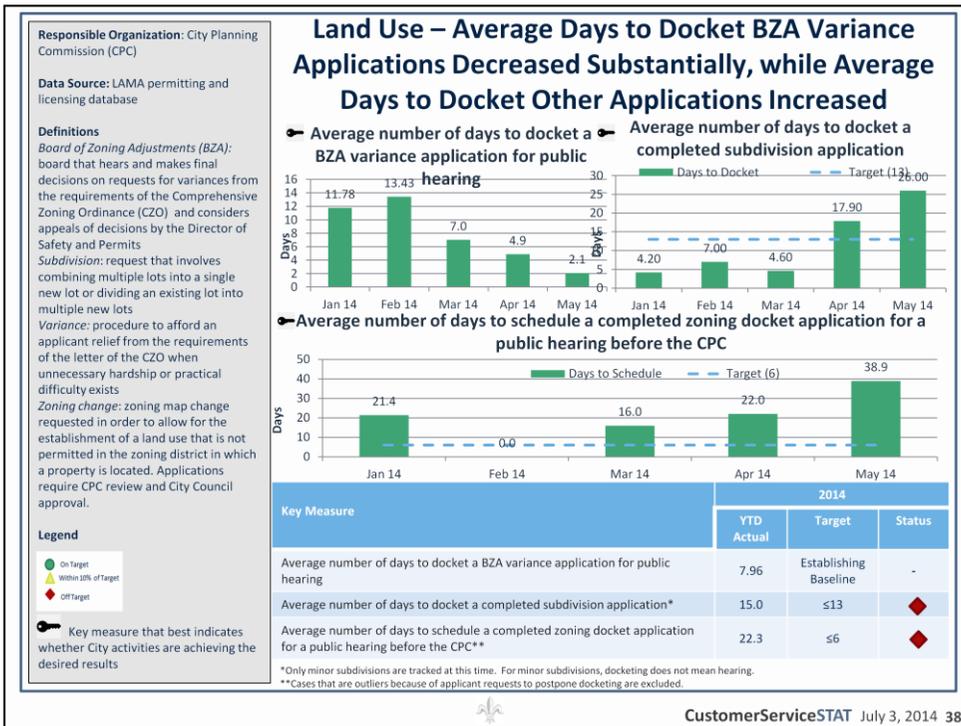
## Land Use Project Filings Increased Slightly

Number of land use projects filed



Number of items on BZA and CPC hearing dockets





The City Planning Commission continued to experience data entry errors, and continues to work with staff on accuracy.

# Evaluation Form

- Are you a city employee or a member of the public?
- On a scale 1-5, how useful was this meeting to you (1= least useful and 5= most useful)?
- What's working?
- What's not working?

